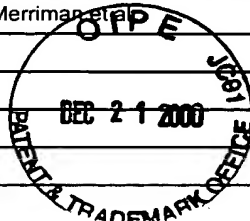


Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 7791-0092-25X DIV		SERIAL NO. 09/472,197	
LIST OF REFERENCES CITED BY APPLICANT				APPLICANT WILL H. GARDENSWARTZ ET AL			
				FILING DATE DECEMBER 27, 1999		GROUP 2768	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>JH</i>	AA	5,948,061	09/07/99	Merriman et al	705	14	
	AB						
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		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES NO		
	AO						
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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)							
	AW						
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Examiner <i>John W. Hayes</i>					Date Considered <i>5/21/2001</i>		
*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							



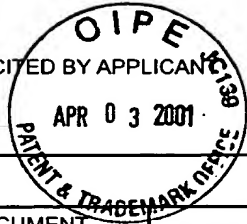
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<i>jt</i>	AW	IntelliQuest Looks For Interaction With Loyalty, Web Traffic Programs, Electronic Advertising & Marketplace Report, Lexis-Nexis, October 20, 1998.
<i>jt</i>	AX	IntelliQuest and CoolSavings Offer Innovative Online Customer Relationship Management Program for Technology Vendors, Business Editors & Technology Writers, Lexis-Nexis, September 30, 1998.
<i>jt</i>	AY	In This Computer Age, Who Needs Coupons?, The New York Times, June 15, 1989
	AZ	

Examiner

John W. Hayes

Date Considered 5/21/2001

*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.